

# Annual Benefit Report 2017

In January of 2016, **thinkPARALLAX became a Certified B Corporation** joining a global community of esteemed businesses including Patagonia, Method, Ben & Jerry's, Seventh Generation, and Etsy.

B Corps are companies that meet the highest standards of verified social and environmental performance, transparency, and accountability to balance profit and purpose. There are currently more than 2,500 Certified B Corporations in over 50 countries. Together we work toward reducing inequality, lowering poverty levels, and creating a healthier environment, stronger communities, and job opportunities with dignity and purpose. In a nutshell: we are using business as a force for good.

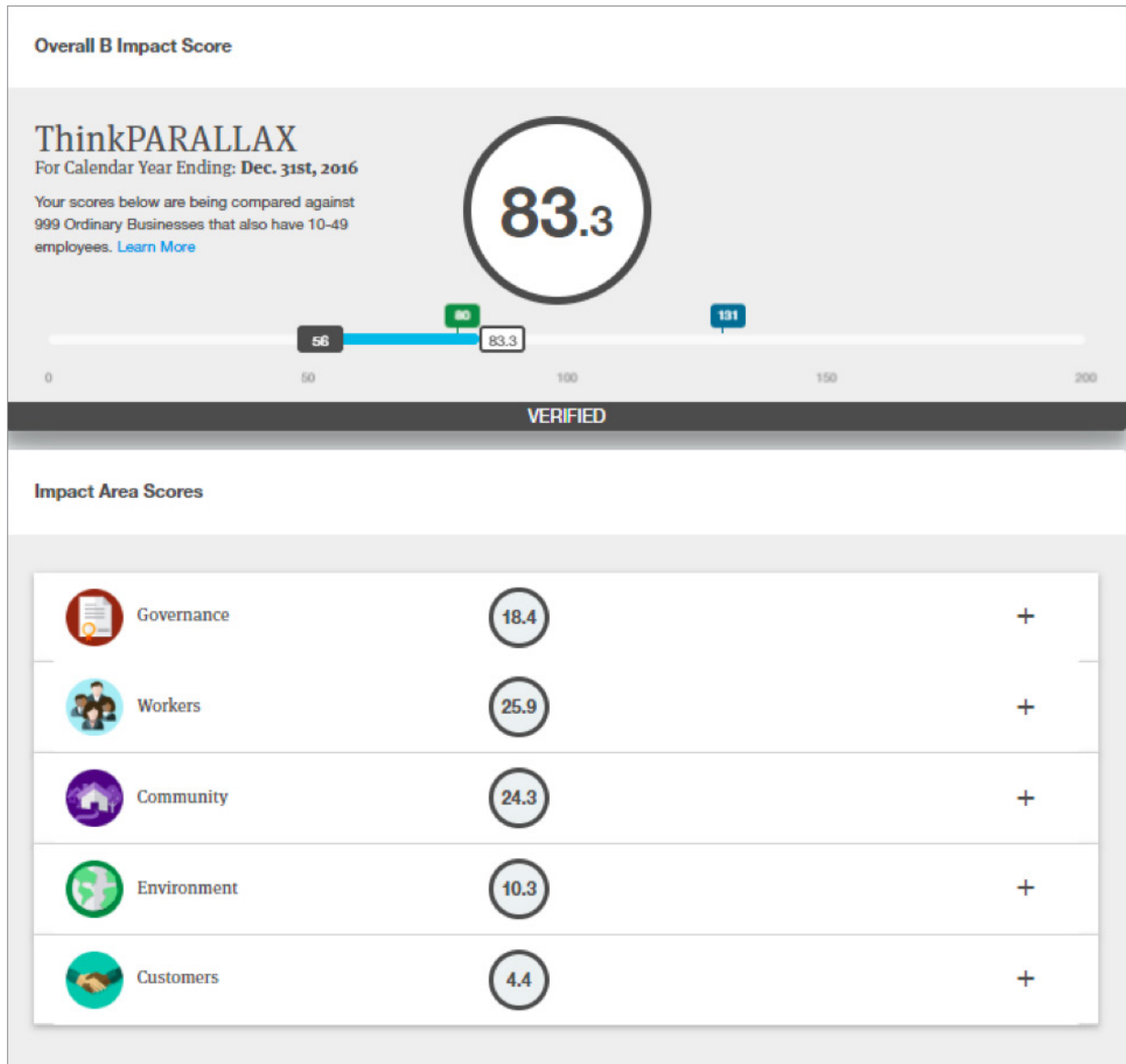
In addition to being a Certified B Corporation, we are a legally incorporated Benefit Corporation in the state of California which means we have voluntarily met the highest standards of corporate purpose, accountability, and transparency. Being a Benefit Corporation allows us to infuse our purpose and mission into the DNA of thinkPARALLAX. It requires us to consider non-financial interests like social benefit, employee and supplier concerns, and environmental impact when making decisions and to publish an annual benefit report to demonstrate accountability and transparency.



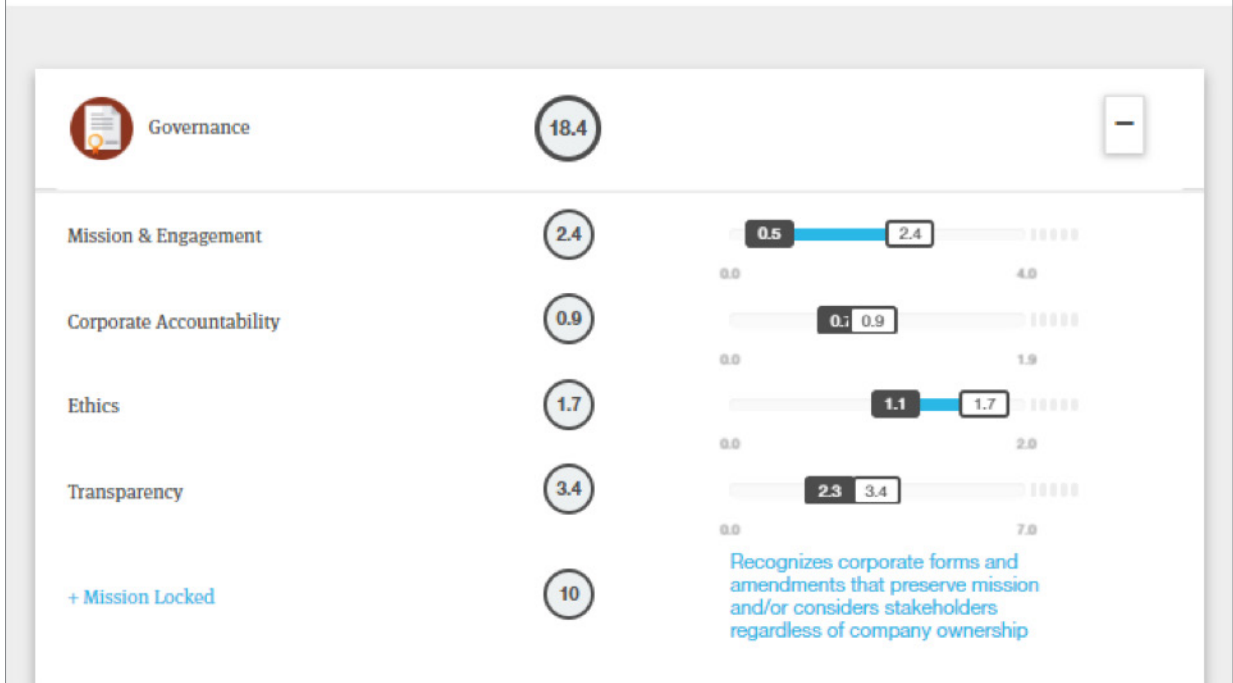
## B Impact Report

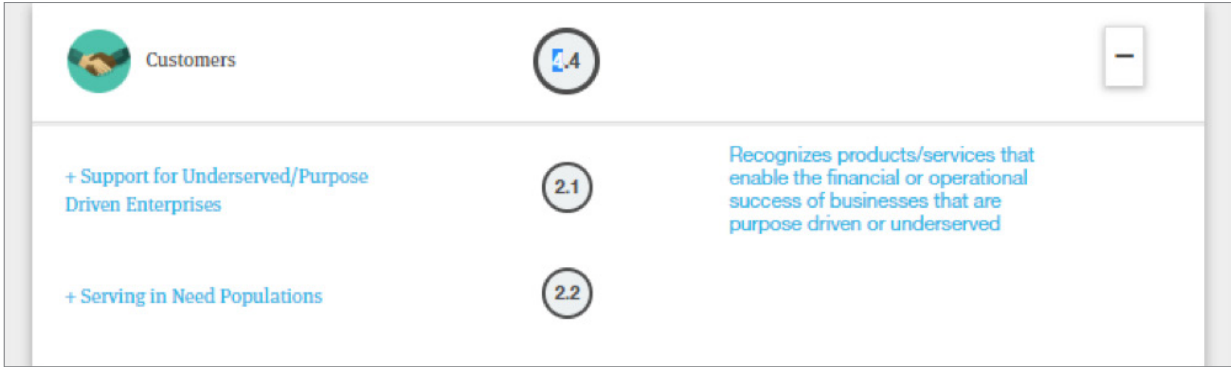
The B Impact Report is a quantitative and qualitative summary of our overall social and environmental performance assessed against the B Impact Assessment (BIA), a third party standard created by the nonprofit B Lab. It assesses our performance in the impact categories of governance, workers, community, environment, and customers. The intensive review process takes place every two years to ensure that company policies and practices support the B Lab mission. In July 2018, B Lab determined that future recertifications will take place every three years going forward due to their time-intensive nature.

Here is a snapshot of our most recent B Impact Report from 2017:



## Impact Area Scores





The B Impact Assessment not only helped us understand where we are in comparison to other companies our size but also forced us to look deeper into specifics of our current practices. This gave us a clear understanding of where we currently excel and where improvements can be made, allowing us to set specific measurable goals for the year.

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**Some things  
thinkPARALLAX  
already does well:**

- We are a majority woman-owned business
  - Our employees receive paid time off to volunteer and we have regular all-office volunteer events
  - For more than four years, our innovative PARALLAXploration program has given employees a stipend to travel solo somewhere in the world they've never been, to give back
  - Our employees are permitted to telecommute two days a week and are reimbursed up to \$100 per month for public transportation to help reduce our carbon footprint
  - We dedicate a significant amount of time, money, and resources to local charities and support small local business whenever possible
  - While leasing our workspace has some limitations we do what we can to make an impact such as using solely non-toxic cleaning supplies, unbleached/chlorine-free paper products, recycled or environmentally preferred office supplies, and soy-based inks whenever possible
  - Every year, B Lab highlights the Certified B Corporations with B Impact Assessment scores in the top 10% in the world — and thinkPARALLAX was honored to be included in Best for the World 2018 in the “Workers” category
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**Improvements  
thinkPARALLAX  
made in 2017:**

- We converted our office drinking water from a jug delivery system to a bottleless water cooler, to reduce plastic bottle contribution to landfills
  - Formalized a preferred vendor list
  - Developed our annual end of year charitable giving practice with our “24 Gives in 24 Hours,” where each employee was permitted to select a charity to receive a donation from the company
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**Improvements  
thinkPARALLAX  
is aiming to make  
in 2018:**

- Consider other health insurance providers in an effort to increase the percentage of employees participating in our plan
  - Identify supplementary benefits that could potentially reduce the cost of healthcare to employees and their families
  - Ensure that all thinkPARALLAX interns are paid a living wage
  - Strengthen our professional development program with a focus on cross-job skills training
  - Implement a 360-degree review process
  - Grow our worker base after a shift in focus and higher than usual attrition
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**By focusing on these improvements and setting new goals for 2019, we feel confident that we will increase our score when we are up for recertification in 2020.**



[thinkparallax.com](http://thinkparallax.com)

| [Thought Leadership](#)

| [PARALLAXploration](#)